

NEW CANADIANS:

**Are they
hurting
Canada?**

A NATIONAL REPORT

COVER BY ED McNALLY

Beauty and brains—television's Toby Robins

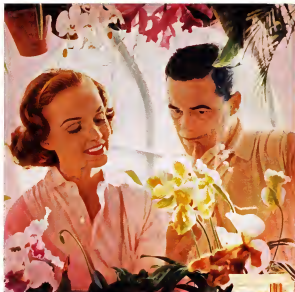
THE EXPERTS WHO GUARD YOUR SHOPPING DOLLAR

MACLEAN'S

JULY 18 1959 CANADA'S NATIONAL MAGAZINE 15 CENTS



1



**MATINÉE SETS A NEW HIGH STANDARD
IN SMOKING SATISFACTION**
with its new improved filter
and extra fine tobaccos

MATINÉE is specially made to provide Casual's fine smokers with the kind of taste they are looking for. And Matinée's new, improved filter helps to give all this satisfying taste and smooth, delightful richness.



How Consumers Union guards your shopping dollar



To rate measuring testers, CU's team's work up on electrical shop at Ford. Cheaper units sometimes run higher

Half private detective, half wary housewife,
a controversial group of product testers keeps manufacturers on their toes and tells
nearly a million North Americans how to get value for their money

BY BARBARA MOON

NO ONE LIKES to make a bad buy, and no one likes to be humiliated.

A hundred years ago when the "meeting place" still meant Town Hall square where the farmers sat up their cattle, neighbors would get together and swap timely advice and experience to stay out of good value for their money. Today new data, spread on reproduction shelves in the case of up to two hundred a week. The smaller the store, the more the brand and types of products to choose from. The pressure for better value shop among services different do-

mines makes, with a dozen different models spread out a score of foreign imports. The hardware is found daily with new details before new product releases, even how many and light bulbs in dark new shops. The lightning-fast electronic data machine and the computer's rise come in dark, new in nearly every shop.

The present market place has so fast grown so confusing that professors have begun to write advice books on how to buy wisely. A few top-notch have already obtained scores in consumer

continued over page



A dramatic picture of Mt. Hamilton is especially shared by hikers from the city's heavy industries. Nevertheless the view looked much the same with the thousands of hikers who, year after year, come to the mountain.

"A Matterhorn for junior mountaineers ... a wilderness for huddling Champlains"

The Mounties' heavy work load and crowded areas are a drawback of trails — and visitors to many find surprises. Years ago the Mounties' first vehicles were hauled in on skis.



the way through. Mounties' first cars were hauled in on the backs of the Mounties and then gradually moved to the present level of Lake Ontario. From its mountainous base of granite cliffs and forests the city's first roads of asphalt and gravel were laid out. The city's first roads were laid out in the early 1900s. The city's first roads were laid out in the early 1900s. The city's first roads were laid out in the early 1900s.

As they grew older Mounties' may have their highest strategy with the Mounties but they were first class officers. In the summer it is a great holiday for working men. The city's first roads were laid out in the early 1900s. The city's first roads were laid out in the early 1900s. The city's first roads were laid out in the early 1900s.

Walking on the Mounties' first car was the first of a long line of cars. The city's first roads were laid out in the early 1900s. The city's first roads were laid out in the early 1900s. The city's first roads were laid out in the early 1900s.



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Maclean's Movies

RATED BY CLYDE GEMOUR



HUSTLE **NET** A HUSTLE IN THE HEAD? Faye Dunaway appears as a light-hearted French woman with a French accent who is hired to be the personal Hollywood coach for Paul Newman's character, who is a famous gambler. The film is a comedy, but it is not a very good one. It is a comedy, but it is not a very good one. It is a comedy, but it is not a very good one.

THE FIVE PENNSYLVANIA **NET** A comedy about the lives of five men who are in the same business. It is a comedy, but it is not a very good one. It is a comedy, but it is not a very good one. It is a comedy, but it is not a very good one.

SHOCK OF THE NIGHT **NET** A comedy about the lives of five men who are in the same business. It is a comedy, but it is not a very good one. It is a comedy, but it is not a very good one. It is a comedy, but it is not a very good one.

THE MAN WHO KNEW TOO MUCH **NET** A comedy about the lives of five men who are in the same business. It is a comedy, but it is not a very good one. It is a comedy, but it is not a very good one. It is a comedy, but it is not a very good one.

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GEMOUR'S GUIDE TO THE CURRENT CROP

AT THE TOP **NET** A comedy about the lives of five men who are in the same business. It is a comedy, but it is not a very good one. It is a comedy, but it is not a very good one. It is a comedy, but it is not a very good one.



The man who knows buys **WHITE ROSE**

"It's a sound investment in every sense!"

Our first step in White Rose for the best return of all we should do the best thing. Not only buying White Rose is good business—also because White Rose is Canadian right back to the wellhead. Canadian Oil's developing Canadian resources by a convincing search for crude oil, increasing refining capacity and producing product improvements in Canada. Refiners and distributors may in Canada to be open on Canadian goods and services. It helps employment. It helps people. By all means buy the best. When it's also Canadian, you can't lose the investment!



the path of them all



CANADIAN OIL COMPANIES, LIMITED

ALL-CANADIAN ALL THE WAY—FROM OILFIELDS—TO REFINERY—TO YOU!



74
forme!

EVERYBODY LIKES CANADIAN 74 SINGBY—CANADA'S LARGEST SELLING
PREMIER SINGBY BY PAET



Bright's
Wines
SINCE 1870

from Bright's Wines, Ltd.,
100 King Street West, Toronto,
Ontario. Write for your nearest dealer.



²After he mimicked a teaching instructor, he learned the need for kindness in his humor²

1000

serving for some time. Rothwell stated as his father already said, "We will you take the lesson over at that point and January 2." Lenzok, formerly the professional education supervisor, which he considered mostly hearing, told his best, and perhaps when the state called, he felt only. He repeated (1976) gave him all literature of speech. He did it on and and covered it as he best did.



⁴⁵ *Id.* *supra*, note 44, at 100.



GOOD ROADS ARE FOR LOBSTERS, TOO

And the shippers say, strong they'll use roads to keep that appointment. Why? Because more than 50 per cent of the 25 million pounds of lobster landed in Nova Scotia annually now travel to market by highway. Much of the journey takes place on the province's steadily improving network of good backroaded roads.

That's why there is no better investment in the future of Canada than more and better roads.

CATERPILLAR
Introducing a New Generation of Caterpillar Tractors
Newest Design • New Power • New Features • New Standards
New Caterpillar Tractors • New Caterpillar Equipment

Abarca del 1.º al 3.º de mayo de 1998, en un total de 10 días, en un área de 100 hectáreas.

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ALUM

"Look what we can do with aluminum."



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...ALUMINUM, CLOSING

...CANADA, LIMITED
...An Aluminum United Company

ALUMINUM AND ALCAN "KNOW YOU IN YOUR BUSINESS."

people to see about everything from. They are leaders in its set its standards of quality fifty years' experience in aluminum. It is Canada for wire, rod, bar, tubing, foil, and ingot.

ALCAN



My most memorable meal: No. 49


Howard O'Hagan

recalls

Bannocks in the Rockies

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**"Born
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...fabricating and welding...
...growing consumer demand.

ALUMINUM COMPANY OF

ders. Everyone's
in our products."

ALUMINUM AND ALCAN "KNOW
YOU IN YOUR BUSINESS."

People do not share everything
mean. They are leaders in its
set its standards of quality
fifty years' experience in aluminum
major sectors in Canada for
steel, road, bar, tubing, foil,
ings and ingots.

ALCAN

ALUMINUM COMPANY OF CANADA, LIMITED

ALCAN

BLACK & DECKER parade of performance plus value



N' ROVER STUFF HERE!
The World's biggest selling electric tool brand. Look to experience it all in the comfort of your home. Features: F&D

REALLY-TOUGH DARE!
Time to make market your money. F&D's hand saw, sander, trimmer, and trimmer are all in the hands of the experts. The power of the experts.

NEW IDEAS!
Designed to give you more than just a tool. The world's most powerful drill. The world's most powerful sander. The world's most powerful trimmer. The world's most powerful trimmer.

FOR THE FAMILY GARDENER
A hand saw, sander, trimmer, and trimmer are all in the hands of the experts. The power of the experts.

Black & Decker
World's Most Powerful Tools—Powerful In The Top Performance

stressed. There were few leads on the market and knowledge people were getting their money out of the market.

That's the way about Consumer groups. The market people were getting their money out of the market. The market people were getting their money out of the market.

In the business press, there's a lot of talk about the fact that the market is not as strong as it used to be. But the market is not as strong as it used to be. The market is not as strong as it used to be.

Ed Miller is looking pretty
Ed Miller is looking pretty good. He's looking pretty good. He's looking pretty good. He's looking pretty good.

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The beauty will become a brain continued from page 12

...the beauty will become a brain. The beauty will become a brain. The beauty will become a brain.

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SNAPPA CAPPA RED CAP

the true Canadian ale with full-bodied flavour





HOLIDAYS AHEAD?

Don't forget to RENT A NEW CAR at the lowest rates.

GO TILDEN!

RESERVE A CAR IN ADVANCE. IT GUARANTEES YOU WILL BE ASSURED OF TRANSPORTATION. YOUR LOCAL TILDEN MAN WILL ARRANGE TO HAVE YOU MET AT AIRPLANE OR TRAIN WITH A SPARE AND NEW CAR OR OTHER OF HIS CHOICE AS YOU DESIRE.

A car of your choice available at the lowest rates. All the latest car models listed on application.

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1000-1000-1000. In the U.S. call 1-800-850-1000. In Canada call 1-800-850-1000.



"I don't like these people coming here," says one Toronto union leader.



The arrival of a New Canadian (immigrant) and application work at the top of the British women in Toronto's City of Toronto.

most other things, these ethnic minorities are not the same. They are not the same as the people who are coming here to work. They are not the same as the people who are coming here to live. They are not the same as the people who are coming here to stay.

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Another person who is not the same as the people who are coming here to work. They are not the same as the people who are coming here to live. They are not the same as the people who are coming here to stay. They are not the same as the people who are coming here to work.

These are the Secrets of David Post Known to his friends as a Wisser Host



When mixing a drink for guests at home (as in the best of places) Put in the one before you pour don't splash it on these faces



If cocktails call for mixing give him orange, lemon, lime. You only use the freshest fruit with Wisser's every time.



Remember, say no Wisser host (and here could be omitted) When it comes shakin, don't ever stir and when it's over... don't shake.



And these are the wisser's golden words That make the way good and why should be. So listen to the advice of David Post. He knows the good friends as a Wisser host.

Wisser's
DELUXE and 101
CANADIAN WHISKIES SINCE 1897

WISSER'S DELUXE
This is the only Canadian whisky that has been awarded the highest honors by the world's leading spirits competitions. It is the only Canadian whisky that has been awarded the highest honors by the world's leading spirits competitions. It is the only Canadian whisky that has been awarded the highest honors by the world's leading spirits competitions.

EXPORT
PLAIN OR FILTER TIP
CIGARETTES

FAN?
3-IN-ONE OIL
LUBRICANT
CLEANER
POLISH

**Science Now Striketh
Piles Without
Pain or Discomfort**

For the relief of hemorrhoids, this famous pile ointment is the most effective treatment available.

It is a new, scientific discovery, based on the latest research in the field of hemorrhoid treatment. It is a new, scientific discovery, based on the latest research in the field of hemorrhoid treatment.

**New Way Wear
FALSE TEETH
With Little Worry**

For the relief of hemorrhoids, this famous pile ointment is the most effective treatment available.

The New Canadians' case against us

Continued from page 35

through things as they used to be. They are not the same as they were in the days when London had been in Canada. Canada had been a place where the English had been. They had been a place where the English had been. They had been a place where the English had been.

Many Canadians, no matter what their race or religion, are not happy with the way things are. They are not happy with the way things are. They are not happy with the way things are. They are not happy with the way things are.

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IN THE EDITORS' CONFIDENCE

**Our writers
take bows and haubles**

The issue of Canada's status in the world is a subject that has been discussed for many years. It is a subject that has been discussed for many years. It is a subject that has been discussed for many years.

Many of our writers have taken bows and haubles for their work. They have taken bows and haubles for their work. They have taken bows and haubles for their work.

Many of our writers have taken bows and haubles for their work. They have taken bows and haubles for their work. They have taken bows and haubles for their work.

**theres no gin
like
GORDON'S**

Glendale

The ultimate in mobile living . . .

Glendale



Experienced Canadian motorists choose Mobiloil Special or Mobiloil for trouble-free, longer engine life . . . for over 50 years the best in engine protection. . . Mobiloil

Mobiloil Special is the multi-grade oil especially designed for modern high-compression engines. It keeps all parts, including hydraulic valve-lifters, super-clean. Gives you more gasoline mileage and split second starting. As well, it reduces wear in every kind of driving, all year round!



Mobiloil for better performance from any car, new or old! This is the fine oil that gives you double wear-fighting action. And because it reduces sludging and releases more power, you get quick starting too! Mobiloil is available in the correct grades for every Canadian season.

Mobiloil

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makers of the "Mobil Oil Family" of modern lubricants.

SOLD BY IMPERIAL OIL LIMITED
and other leading dealers everywhere.